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Market Brief

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Approved by:
Mr. Stan Phillips
Agricultural Trade Office, Seoul

Prepared by:
Mr. Sangyong Oh

Report Highlights:
Korea's wine imports grew 70 percent in 2007. 2008 imports during the January to June period were up 30 percent over the same period in 2007. In contrast, wine imports from the United States experienced minimal growth in 2007 and 2008. While the Korean market presents growing opportunities for American wines, competition from both old and new world competitors is expected to also rise.

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SECTION I. MARKET OVERVIEW

Summary

Overall wine imports continued showing robust growth[1] through 2007 (69.7 percent) and the first half of 2008 (29.6 percent). The rapid growth of wine consumption in Korea is mainly fueled by on-going "well-being" lifestyle trend among the general public which emphasizes healthier diet.

The growth of imports from the United States fell sharply from 34.2 percent in 2007 down to 1 percent in the first half of 2008 largely due to downsizing of in-market inventory stock by large American suppliers[2]. Stagnant import growth from the United States is likely to continue through the second half of 2008 due to rising competition and slowing of the Korean economy. In particular, the rapid weakening of the Korean won against the U.S. dollar[3] caused by the world-wide financial turmoil since October 2008 is expected to keep importers conservative with respect to new purchase decisions.

Although the amount of U.S. wine exports to Korea continue to grow along with the expansion of the overall market, the share of the market held by American wine in Korea has declined continuously over the years due to the strong rise of competitors. Chile has surpassed the United States in wine exports to Korea since 2005 backed by its free trade agreement signed with Korea in 2004. Italy jumped to the third largest wine supplier to Korea, elbowing the United States down to the number four slot, with a stunning 118 percent growth in 2007. Among the top seven wine exporting countries to Korea, the United States was the slowest growing supplier through 2007 and the first half of 2008. Nevertheless, American wine is expected to remain one of the top choices of local wine drinkers, as it is firmly positioned in the market with good value and unique quality. The close political and economic ties between South Korea and the United States have also contributed heavily to the popularity of American brands and products to local consumers. Furthermore the free trade agreement concluded between South Korea and the United States offers serious opportunity for American wine to recover market share in Korea[4].

Since the Asian economic crisis of the late 1990's, the Korean wine market has rebounded quickly, offering growing opportunities for imported wines over a full spectrum of price and quality levels. As consumers become more familiar with wine and more discriminating in their tastes, the wine market is also becoming more diversified with a wider variety of products offered. Serious consumers are paying more attention to new-to-market wines and are willingly purchasing products from more diverse origins in an effort to expand their experience and knowledge.

American wine primarily targets the value-oriented segment of the market. In particular, entry-class products from the United States retailing below KRW 10,000 (roughly $10)[5] a bottle have established a dominant presence in the segment due to the aggressive marketing efforts of two long-established American suppliers, E&J Gallo and Constellation Brands. The

[1] Unless specified otherwise, growth figures in this report are calculated on a value basis.
[2] According to the industry source, the amount of inventory stock that large volume American suppliers keep in reserve in Korea has decreased this year from a 5-6 month supply down to 2-3 month supply.
[3] $1 = KRW 1,479 (Oct. 29, 2008), KRW 1,044 (July 1, 2008), KRW 927 (July 1, 2007)
[4] Korea and the United States signed a FTA agreement on June 30, 2007 after 18 months of negotiation. The agreement awaits congressional ratification in both countries. The 15 percent import tariff currently charged on American wine will be eliminated immediately after this FTA goes into effect.
[5] Due to freight, taxes and trader mark-ups, bottles that retail for $3 in the United States retail for about KRW 10,000 in Korea.

“California label series” co-bottled by Ironstone Vineyard California and Doosan Corporation, a leading local liquor importer/distributor, has also contributed significantly to the expansion of entry-class American wine. Interestingly, Concord grape based "Kosher" American wine, particularly the Mogen David Winery brand under the Wine Group, has also grasped a significant share in this segment as novice wine consumers have found the sweet, grapy taste familiar and easy drinking.

The premium segment of the market for products above KRW 80,000 (roughly $80) a bottle is another area in which American wine has enjoyed steady success in Korea. Many affluent local wine drinkers are well traveled and informed of established premium American wine brands. Products targeting this segment are marketed as luxury goods. However the number of bottles allocated to the Korean market by these premium suppliers is in general very limited. At the same time, many premium American wines are currently not available in Korea not only because of limited production but also because of suppliers’ focus on U.S. domestic sales and/or other foreign markets.

On the other hand, American wines that target the mid-level price segment of the market between KRW 10,000 to 80,000 a bottle are facing tougher competition from both old and new world competitors. This is the segment that holds the key for building brand-loyal consumers and long-term financial success. Unfortunately, American wine has not been as successful in this segment, particularly in retaining those consumers who started their first wine experience with entry-class American wine and later traded up to mid-level products. Many of these trading-up consumers have found their way to Chilean, Italian, Australian and French wine for wider selections and stronger brand recognition. In addition, competitors have outsold American wine in the gift-set market which constitutes a large portion of the yearly sales of the mid-level price segment. Although it is notable that a few large volume American suppliers in the lower part of the mid-level price segment between KRW 10,000 to 40,000 have created a significant number of brand-loyal followers (stand-outs include Robert Mondavi, Kendall Jackson, Beringer and Chateau St. Michelle), American wine in this segment currently offers narrower selections and weaker brand power than competitors.

Advantages	Challenges
Korea, one of the biggest alcoholic beverage markets in the world, has a huge potential for wine.	Wine is enjoyed by a relatively small portion of the population. Consumers in general have little knowledge and experience about wine.
Wine is firmly positioned in the market as a "healthy" product due to highly publicized health benefits of red wine.	American wine faces tougher competition from both old and new world competitors.
The distinctive characteristics of American wine are well accepted by many local consumers, especially among the younger set.	Imported wine retails at much higher prices in Korea than in other markets due to taxes and inefficiency in the local regulation and the distribution channel.
Lack of competition from local products provides a positive environment for wine import/distribution business.	Many American wineries are currently not fully committed to export business in less developed foreign markets, including Korea.

Wine drinking has not yet achieved a place in the mainstream culture in Korea. Investing at this early stage of market development can secure an image of quality and value for U.S. wine at minimal investment.	Imported wine is subject to complex labeling and tax requirements. New-to-market products must go through a complicated documentation and inspection process.

Local Production

Wine production in Korea is expected to remain negligible as it lacks competitiveness in price and quality against imports. High land price and unfavorable weather condition are the major impediments preventing any meaningful commercial local wine industry from evolving. Small amounts of locally grown table grapes are currently used to bottle souvenir purpose wines or low-end products to be blended with imported bulk wine. Currently, there is no *Vitis. vinifera* grape variety commercially cultivated in Korea.

Instead of maintaining local vineyards, major Korean liquor companies have switched to either co-bottling in foreign wineries or importing bulk wines for local blending/bottling. Doosan Corporation Liquor BG (www.wine.co.kr), Jinro (www.jinro.co.kr) and Gooksoondang L&B (formerly Haitai & Company, www.ksdlb.com) are leading players currently operating local bottling and/or co-bottling in foreign wineries. A total of 5 million liters of bulk-packaged wines (those shipped in two liter containers or larger) were imported in 2007, most of which were reportedly for local blending/bottling[6]. It is notable that the amount of bulk wine imports is evenly divided between red and white wine as a large portion of the imported bulk white wine is used for blending 'Japanese apricot wine' and other types of white fruit wines in Korea. Spain remains the leading suppliers of bulk red and white wine to Korea.

There are some fruit wines produced in Korea from locally grown wild raspberries (*Bok-boon-ja*). The production of *Bok-boon-ja* wine is on a rapid increase due to regulatory and financial support by the local government. However, these local fruit wines present no direct competition to imported wines. Rather they have helped the general public develop a taste for the table wine. In addition, the local fruit wine industry offers a growing opportunity to bulk fruit wine imports.

SECTION II. MARKET SECTOR OPPORTUNITIES AND THREATS

Consumption Patterns

Korea is one of the biggest markets for alcoholic beverages in the world. For many, drinking is considered an important part of everyday life and is often encouraged at social and business occasions. Although drinking is decreasing among the elderly population mainly because of health concerns, the market is getting more new drinkers from the younger generation and the female population.

Although wine consumption has grown remarkably over the past decade since full-scale market liberalization in 1991, wine is still consumed by a very small portion of the population. The main stream wine consumers tend to be high-income urban residents, most of whom are either young professional in their 30's and 40's or financially accomplished people in their 50's and 60's. Wine sales comprise less than 2 percent of total alcoholic beverage sales in Korea. A Vinexpo report indicated that the annual per capita wine consumption of Koreans

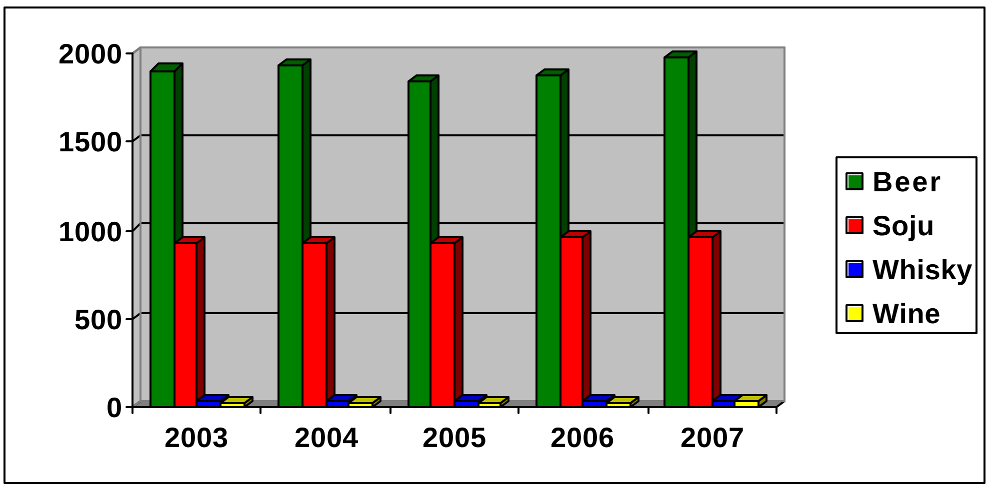
[6] According to the industry source, over 3.5 million liters of imported bulk wine is currently used by local alcoholic beverage producers each year.

was 0.5 liters as of 2005. According to a 2004 industry survey, 77 percent of all wine consumption in Korea took place in the Seoul metropolitan market which represents about 35 percent of total population. In terms of volume, lower-end products under KRW 10,000 a bottle accounted for about 50 percent of all wine consumed in Korea.

Korean tastes are heavily skewed to red wine due to the highly publicized health benefits of drinking red wine. Currently, red wine commands over 75 percent of the market and is not likely to lose its dominant share in the near future. However an increasing number of consumers are becoming interested in white and sparkling wine as the idea of wine-food pairing begins to develop in the market (A large part of the Korean diet is composed of hot and heavily spiced dishes incorporating abundant use of vegetable ingredients, which suggests best matches with white and sparkling wine).

Beer and Soju[7] are by far the most consumed alcoholic beverages among the general public. All Soju and most of the beer sold in Korea are manufactured locally and are sold at much cheaper prices than imported wine. For example, one 360 ml bottle of Soju retails for less than 50 cents. Although the consumption of hard liquor has been on a gradual decline in recent years due to health concerns, Soju sales have maintained a steady growth partly backed by the launch of new products that contain less alcohol (most popular Soju products now contain less than 20 percent alcohol). Beer is also showing a sign of growth with local brewers' launching of new products (in particular stout style dark-color beers) and a steady increase of imports. Although declining in popularity due to health concerns and tighter government guideline on corporate spending in luxury bars, Korea remains one of the biggest markets in the world for premium hard liquors including Scotch whiskies.

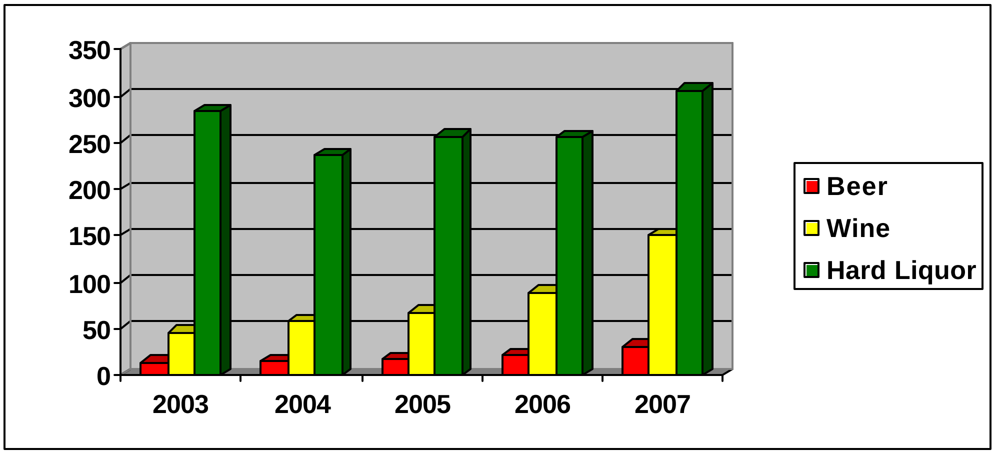
Figure 1: Sales of Alcoholic Beverages in Korea (by Volume)



Source: Korea National Tax Service (Unit: 100,000 liters)

Figure 2: Imports of Alcoholic Beverages by Korea (by Value)

[7] Traditional local hard liquor similar to Vodka but now made from imported tapioca. It contains about 19-25% of alcohol.



Source: Korea Trade Information Service (Unit: Million USD)

Retail Market (Off-Premise)

Even though there are no official statistics available, industry analysis indicates that large-scale supermarkets (including hypermarkets and discount stores) currently lead wine sales in Korea with about 55 percent of market share (on a volume basis). Specialty liquor shops and convenience stores cover another 8 percent and 4 percent of the market, respectively. It is expected that the large-scale supermarket channel, in particular hypermarket stores, will gain additional market share in the coming years as more Korean consumers switch to larger size stores for one-stop convenience and better value.

With the rapid expansion of large-scale supermarkets across the nation, there is less room left for wholesalers to play a role in retail wine distribution. However, the importer-wholesaler-independent small-to-medium size grocery store route still is an active marketing channel where access to large-scale retail stores is difficult, such as small suburban areas or old, congested metropolitan areas.

Large-scale supermarkets now operate designated wine sections and offer quite a large selection of wines to everyday shoppers. A typical hypermarket store carries about 100 to 200 different varieties of wines, most of which are entry class to mid-level price products under KRW 40,000. Currently, no large-scale retail chains import wine directly for their stores on a regular basis except COSTCO Korea. Large-scale retailers are expected to move into direct import business in the near future.

Although far less in number than grocery supermarkets, there are many stand-alone wine shops and specialty liquor stores, independent or under franchise chain operation, popping up in metropolitan areas which target serious wine consumers. A few of these wine shops, in particular those operated directly by wine importers, offer the largest selections in the market with over 500 different varieties of wines, most of which are mid-level price and premium segment products above KRW 40,000 a bottle. Convenience stores, most of which are under franchise chain operation, are another emerging player in the market. Although each outlet carries less than a dozen different varieties of wines, convenience stores now offer the most extensive retail network in Korea as the total number of stores across the nation is fast increasing (over 10,000 stores as of May 2007). Currently, there is no zoning regulation in Korea that restricts the number and location of liquor retailers in a given area, which is partly responsible for the proliferation of liquor retailers throughout Korea. However, on-line sales of alcoholic beverages through the Internet, mail, or TV home-shopping are currently prohibited.

About 30 percent of annual wine sales are purchased and given as gifts during the following holidays: Korean Thanksgiving Day ("*Chu-Sok*", September), Christmas, New Year's Day, Lunar New Year's Day (usually in early February), Valentine's Day (February), and Parent's Day (May). Backed by the on-going "well-being" trend, wines are increasingly replacing traditionally popular gift sets of whisky or other hard liquors. Products in the mid-level price segment constitute the largest portion of the gift set market.

Food Service Market (On-Premise)

On-premise distribution (restaurants and food service outlets) accounts for about 30 percent of the market (on a volume basis). Wholesalers supply most of the wine sold to small-scale restaurants and bars because local laws do not allow restaurants to buy liquor products from retail stores. Large-scale food service businesses, such as franchise restaurant chains and five-star hotels, generally buy directly from importers. Demand for wine is rising rapidly in the food service sector as more restaurants and bars seek to serve wine not only for rising consumer demand but also for higher profits associated with wine sales. The kind of products carried varies widely depending on the food and target consumers that each restaurant serves. For example, high-end western cuisine restaurants, such as those in five-star hotels, carry the most extensive wine selections in the sector, most of which are mid-level price to premium segment products. Wine bars also lead the sector in terms of variety. One noticeable trend is that an increased number of traditional Korean food restaurants now seek to serve wine. In general, sales mark-up on wine is much higher in restaurants and bars than in retail stores. Many wines are available exclusively in restaurants and bars as traders do not want consumers to develop price resistance to their wines by making them also available in retail stores at much lower prices.

Competitors

Many Koreans still harbor the perception that France is the source of best quality wines in the world. France remained the biggest exporter of wine to Korea with a 39.3 percent market share in 2007, which is 0.7 percent point higher than the previous year. It is notable that a Japanese cartoon series, titled "*Water-drops of the Gods*", has sold over 500,000 copies in Korea since its publication into Korean language in late-2006 (new volumes keep coming) and contributed greatly to the strong rise of French and Italian wines by delivering positive images about the wines from these two old world regions not only to experienced wine drinkers but also to those new to wine. Before the introduction of this cartoon, the market share of French wine in Korea had been on a decline as France lost significant shares in the entry class and mid-level price segment of the market to value-oriented new world competitors (the United States, Chile and Australia). The continued appreciation of the Euro against the U.S. Dollar has further deteriorated price competitiveness of French products in the value-oriented segment. As a response, French suppliers have shifted their primary target to the mid-level price and premium segment of the market, which is less susceptible to price fluctuations.

Chilean wine exports to Korea continued a strong rise in 2007 with a 65.8 percent growth. Chile surpassed the United States to become the second largest exporter of wine to Korea in 2005 backed by the strong publicity pull around the Chile-Korea free trade agreement. Under the FTA, import tariffs on all Chilean wines are scheduled to be eliminated by 2010. Chile will present tough competition to American wine in the mid-level price segment in the coming years. However, Chilean wine presents little competition for white and sparkling wine.

Capitalizing on Korean consumers' growing interest in European culture and product, Italian wine made a strong rush into the Korean market in 2007. Imports showed a stunning 118.1

percent growth. As a result, Italy became the third largest wine exporter to Korea, pushing America to the number four position for the first time. This explosive growth was mainly led by lower-end, easy drinking red and white wines. However, Korean wine aficionados, influenced by reviews of well known international wine critics, are also increasingly interested in Italian wines in the mid-level price and premium segment. Italian white wines with small amount of bubbles (*Frizantte*) have started to sell in large volume for the first time in Korea since the second half of 2006. This trend suggests that Korea could become an important market for white and sparkling wine in the future.

Although small in overall market share, products from minor origins, including Argentina and New Zealand, continued to exhibit outstanding import growth through 2007. This trend adds additional competitive pressure to American wine, while contributing to the expansion and diversification of the overall market.

Export-oriented competitors are investing significant resources into marketing and promotional efforts targeting Korea. Competitors' major marketing programs include: tasting seminars; paid-invitation of wine traders and press to overseas wine exhibitions; hosting cultural events incorporating wine component; organizing commercial consumer trips to wineries; exhibiting at local trade shows; supporting local wine schools with free samples; and working closely with local wine experts including providing supports to Korea sommelier competitions.

Entry and Marketing Strategy

For new-to-market suppliers who seek an entry into the market, the following approaches are recommended:

? Exhibit in a local trade show to develop contacts with a large number of key players in the industry. Two shows are recommended:

- o Seoul Food & Hotel (http://seoulfood.or.kr/eng/) is a "trade-only" food show held annually in Korea and attended by a large number of international wine exporters. This is the only show in Korea that is officially endorsed and sponsored by FAS/USDA. The up-coming show in 2009 (May 13-16) will again have a separate U.S. pavilion organized by the Agricultural Trade Office of the U.S. Embassy Seoul (www.atoseoul.com).
- o The Seoul International Wine & Spirits Expo (www.swsexpo.com, first week of May 2009) is another local trade show that brings together a large group of decision makers from the Korean wine industry. More detailed registration information about these shows is available from the ATO.

? One-on-one meetings with potential importers: Visiting Korea and meeting in person with potential importers is highly recommended to new-to-market suppliers. A list of wine importers with contact information is available from the ATO. U.S. suppliers are welcome to utilize ATO meeting space and conduct sampling events at the ATO using ATO wine glasses and kitchen facilities.

? Product seminar / Winemaker tastings: Seminars hosted by an exporter can bolster contacts with key traders and opinion leaders in the market. Assistance from local public relations (PR) companies with strong presence in the wine trade can be helpful. Contact the ATO for a list of such companies. Hosting a seminar in conjunction with the local wine trade shows mentioned above is also recommended.

Along with the outstanding growth of wine consumption, a wide variety of new businesses and bodies of opinion leaders related to wine have sprung up in the market, including wine schools, Internet-based wine communities, wine journals, and not-for-profit wine associations (most notables are Korea Wine Society and Korea Sommelier Association). Any entry or marketing strategy should attempt to leverage the voices of these organizations which are increasingly playing an opinion-leading role in the market.

SECTION III. COSTS AND PRICES

Consumer prices for wine are quite high in Korea. A combination of import tariff, taxes, distribution costs and mark-ups result in retail wine prices being two to four times those in the United States.

Tariffs, Taxes and Pricing

Korea applies a complicated tariff and tax system to imported alcoholic beverages. In general, tariffs/taxes applied to fruit wine, including grape wine, are:
A. Tariff: 15 percent
B. Liquor Tax: 30 percent
C. Education Tax: 10 percent

Fortunately, fruit wine is subject to relatively lower tariffs and taxes compared to other types of alcoholic beverages. It is not likely that the liquor or education taxes on fruit wine will be increased as the Korean government maintains a policy that products of higher alcohol content should be subject to higher liquor taxes. In addition, the Korean government intends to promote the production of local fruit wines by maintaining relatively lower taxes.

The free trade agreement signed between the United States and Korea will remove the import tariff on all American wine immediately after the FTA is ratified by the U.S. Congress and the National Assembly of Korea. Many local traders expect that the FTA will significantly increase imports of American wines to Korea not only because of the reduced import prices but also because of the press exposure and positive publicity it will generate. However the benefit of the FTA may not last long as EU-Korea FTA negotiations are currently in progress.

Table 1: Import Tariffs and Additional Taxes on Liquor Products

	Import Tariff	Liquor Tax	Education Tax
Fruit Wine	15%	30%	10%
Beer	30%	72%	30%
Whisky	20%	72%	30%

The following table illustrates the effects of import tariff, taxes and distributor mark-ups on a $10 (CIF: Cost, Insurance, Freight) bottle of imported wine:

Table 2: Effects of Import Tariffs, Taxes and Distributor Mark-ups

		Current	Under FTA
A	CIF invoice value	$10.00	$10.00
B	Tariff (Customs Duty)[8]: A x 15%	$1.50	$0.00
C	Wine Liquor Tax: (A+B) x 30%	$3.45	$3.00
D	Education Tax: C x 10%	$0.35	$0.30

[8] Once the KORUS FTA is implemented, import tariff on U.S. wine will go to zero percent immediately.

E	Subtotal: (A+B+C+D)	$15.30	$13.30
F	Value Added Tax [9]: E x 10%	$1.53	$1.33
G	Handling fees for customs clearance[10]: A x 8%	$0.80	$0.80
H	Total cost of wine upon customs cleared: (E+F+G)	$17.63	$15.43
I	Typical Importer Mark-ups [11]		
	1. Importer's selling price to discount store: (mark-up 15-30%)	$18.52-20.93	$16.22-18.33
	2. Importer's selling price to supermarket/liquor store: (mark-up 40-50%)	$22.54-24.15	$19.74-21.15
	3. Importer's selling price to luxury hotel: (mark-up 40-50%)	$22.54-24.15	$19.74-21.15
	4. Importer's selling price to wholesaler: (mark-up 15-30%)	$18.52-20.93	$16.22-18.33
J	Typical Retailer Mark-ups:		
	1. Discount store's selling price: (mark-up 20-30%)	$22.22-27.21	$19.46-23.83
	2. Supermarket & liquor store's selling price: (mark-up 30-40%)	$29.30-33.81	$25.66-29.61
	3. Luxury hotel restaurant's selling price: (mark-up 50-300%)	$33.81-96.60	$29.61-84.60

Thus, a $10 (CIF) bottle of imported wine typically retails for about $22 to $27 at discount stores, $29 to $34 at supermarkets/ liquor stores and $34 to $97 in hotel restaurants. Overhead expense, payment conditions (i.e., cash versus 60 days credit), product turnover rate and sales volume are key factors governing the level of mark-ups taken by different retailers.

Liquor Purchase Debit Card

[9] The paid Value Added Tax (VAT) is eventually refunded to the importer as the tax is carried over to the consumer. For example, an importer who imported $1 million of wine (E) in 2007 must have paid $100,000 of VAT (F) to the customs office. Meanwhile, the importer's cash-register sales (inclusive of VAT) in 2007 were $2 million and 10 percent of the sales amount, $200,000, must have been VAT (10 percent VAT by law). At the end of the year, the surplus between the annual paid VAT ($100,000) and the earned VAT ($200,000) is reported ($200,000 - $100,000 = $100,000) and paid to the tax office. As a result, the VAT paid up front by the importer to the customs office is carried over to the consumer eventually.

[10] In addition to tariffs and taxes, additional fees of 7 to 8 percent of CIF value will occur for miscellaneous expenses, including customs clearance fees, warehousing fees, transportation fees, etc. The amount of these additional costs depends mainly on the kind of inspection to which the shipment is subject. For example, the warehousing fee will increase significantly if a detailed chemical inspection is required instead of document inspection.

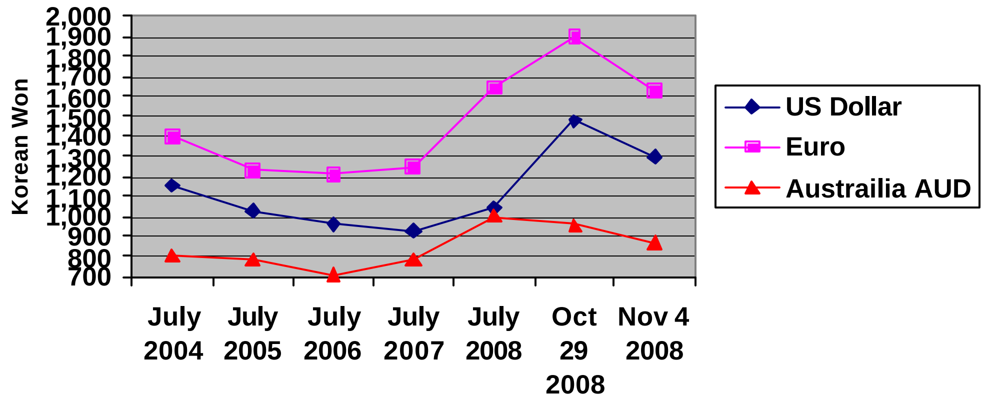
[11] Each mark-up calculation is based on $16.10, i.e., the customs cleared cost (H: $17.63) minus the value added tax (F: $1.53).

The Korean government introduced a "Liquor Purchase Debit Card" regulation in 2001 as a safeguard to prevent black marketing of liquor products as well as tax evasion in the supply channel. The regulation mandates that distributors and retailers use exclusively a registered debit card bank account when paying suppliers for alcoholic beverages including wine. This mechanism is designed to provide the government with a tool to monitor the traffic of alcoholic beverages in the distribution channel.

Exchange Rate

The Korean Won had continued its appreciation against the U.S. Dollar through 2007 and early 2008, making American wine more affordable to Korean importers. However, since October 2008, the value of Korean won has plunged against both the U.S. Dollar and the Euro. This sudden change of exchange rate, coupled with wide spread worries about the local economy in the coming year, have made local importers and distributors extremely conservative with respect to new purchase decisions. However, many economists forecast that the Korean Won will regain strength against the U.S. dollar in the coming year as the international financial market recovers stability.

Figure 3: Change of Exchange Rate of Korean Won



SECTION IV. MARKET ACCESS

Labeling

Korean law requires Korean language labels on imported wine. In most cases, the Korean label is attached to the bottle manually by the importer in the duty-free warehouse before official inspection. The Korean language label should contain the following information:

1. Name of the product (e.g., Robert Mondavi Cabernet Sauvignon)
2. Country of origin (e.g., U.S.A)
3. Type of the product (e.g., Fruit Wine or Red Grape Wine)
4. Importer's name, address, and phone number
5. Business license number of the importer
6. Date of bottling (e.g., Year-Month-Day or Julian Code or Lot Number)
7. Alcohol percentage and product volume (e.g., 13.5%, 750 ml)
8. Name of ingredients by volume percentage
9. Name of place where the product can be returned or exchanged in case the product has any defect.
10. Instructions for storage

11. Name of food additives used
12. Government health warning clause
13. Government warning clause against liquor sales to minors.
14. Name of distribution channel through which the product is destined to be sold (one of the following two destinations should be indicated: “For Retail Store Sale (Home Use) Only” or “For Restaurant/Bar Sale Only”).[12]

Inspections & Food Safety Standards

Imported foods and beverages are subject to Ministry of Health and Welfare (MHW) Food Quarantine inspection. The Korea Food & Drug Administration (KFDA) under MHW is responsible for executing all inspections. There are two kinds of inspections: detailed inspection (chemical analysis test) and visual inspection (visual/document inspection).

The first commercial shipment of any new-to-market wine is always subject to a detailed food safety inspection, including chemical testing, which under Korean law should take no longer than 10 working days. But in practice, however, importers say that it could take longer. For the detailed inspection, importers are required to submit two sample bottles of each product to the inspection office along with a chemical analysis document provided by the exporter (there is a KRW 150,000 fee per test). Once the chemical inspection on the first shipment confirms no potential health concerns, subsequent shipments are only subject to visual and/or document inspection. Visual and document inspection should take no longer than 2 calendar days provided that the product of subsequent shipments is identical to the product in the first shipment with respect to label, product name, alcohol percentage, ingredients and net volume. However, even subsequent shipments of identical products may be subject to random detailed chemical inspections.

Korean labeling regulations for alcohol percentage allows for a +/- 0.5 percent point tolerance level for the difference between the labeled and actual alcohol content. For example, a wine labeled as 12 percent alcohol must be measured during inspection to be within 11.5 percent to 12.5 percent range. Korea’s tolerance is much tighter than the U.S. standard of 1.5 percent point tolerance level. Wine that falls outside of Korea’s tolerance level for alcohol content may fail inspection.

The Korean government is paying more attention to food additives used in imported wine. In recent years, several shipments of imported wines, including from the U.S., failed import inspection because they tested positive for Sorbic acid although the additive was not listed in the ingredient list submitted by the winery. Sorbic acid is allowed in Korea to be used in fruit wine as a preservative (residue standard: below 0.2 gram / liter), but it must be listed as an ingredient on the document provided to the inspection authority.

Ethyl Carbamate, a compound that can develop naturally in any fermented product in trace amounts including wine, presents a potential threat to the health image of wine. Although currently there is no residue standard on Ethyl Carbamate in Korea, it is advised that American wineries and exporters pay attention to this issue because the Korean food safety authority and the press are likely to keep monitoring the presence of this substance in imported wine.

Korean government has proposed new labeling standards around the issue of GMO (Genetically Modified Organism) and Organic. In short, the proposal intends that processed food and beverages, including wine, made from GMO ingredients (such as GM soybean) or

[12] Added in October 2002 to prevent tax evasion from liquor sales by restaurants. A revision made in early 2007 reduced the number of label categories down to two.

GMO processing aids (such as enzymes) must be labeled as GMO food. The proposal also intends that the Korean government maintains the exclusive authority over organic certification on product sold in Korea and no foreign government's organic certification (such as USDA organic certificate) be accepted, which means all USDA certified organic wine must be recertified by the Korean authority to carry organic on the label. It is advised that suppliers check "attaché reports" for Korea at www.fas.usda.gov or contact with FAS/USDA Seoul for updates on the change of labeling standards.

Below are some of the major safety standards set by the Korean government for fruit wine:

(1) Methanol Content: Should be below 1.0 mg/ml
(2) Food Preservatives: Preservatives other than those specified below should not be detected in fruit wine.
- Sorbic acid and Potassium Sorbate : Below 0.2 g/Liter
- Para-oxi-butylbenzoate : Below 0.05 g/Liter
- Sulfur dioxide: 0.35g/kg

(3) Volume: Volume printed on the label should be within +/- 6 ml from the actual volume measured for bottles that hold 200ml or less, or within +/- 3 percent for bottles that hold more than 200 ml.
(4) Food Additives that can be added to fruit wine:
- Sweeteners: Sugar, Glucose, Fructose, Wheat-gluten, Molasses syrup, Maple syrup, Oligo sugar, Honey, Aspartame, Sorbitol, Stebioside
- Acids: Lactic acid, Succinic acid, Acetic acid, Fumalic acid, Gluconic acid, Tartaric acid, Citric acid, Malic acid, Tannic acid
- Seasonings: Amino acids, Glycerin, Dextrin, Hop, Minerals
- Flavorings: Ester compounds, Aldehyde compounds, Fusel compounds
- Colorants: Compounds allowed by the food safety law

(5) Arsenide (As_2O_3): Below 0.3 mg/Kg
(6) Heavy Metals: Below 10 mg/Kg
(7) Food Poisoning Pathogens should not be detected: *Salmonella spp., Staphylococcus aureus, Vibrio paraphaemolyticus, Clostridium perfringens, Listeria monocytogenes, Escherichia coli O157:H7*

Established importers are well aware of all inspection and labeling requirements and are the best source of up-to-date regulatory information.

Licenses

Only licensed liquor importers are allowed to import alcoholic beverages, including wine. However, any qualified candidate can obtain an import license. There are over 300 licensed liquor importers and the number is likely to increase steadily in the coming years as more people become interested in the wine business. However, only about 50 importers currently import wine on a regular basis. Moreover, only a handful of leading importers account for over 80 percent of total imports. Importers are allowed to sell directly to retailers (restaurants and liquor stores) as well as to wholesalers. However, importers are not allowed to sell directly to consumers nor can they purchase wine from other importers or wholesalers. Established importers usually prefer to handle warehousing and product delivery with their own logistics force. Small or developing companies mainly rely on third-party logistical service providers. A few importers also operate chains of retail wine shops under separate retail licenses in order to gain additional business volume and a direct reach to consumers.

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

? Please contact ATO Seoul directly for questions, importer lists and information on market promotion opportunities.

U.S. Agricultural Trade Office
American Embassy Seoul, Unit #15550-ATO, APO AP 96205-5550
Tel: 82-2-397-4188
Fax: 82-2-720-7921
E-mail: Atoseoul@usda.gov
Internet: www.atoseoul.com

? California Wine Institute (CWI) now has a local Korean representative who works on a contract project basis for CWI.

Ms. Lan Sohn, Representative
Sohn's Market Makers
Tel: 82-2-543-9380
Fax: 82-2-543-0944
E-mail: info@sohnmm.com

? The United States Department of Agriculture's Foreign Agricultural Service (USDA/FAS) offers information and services that can be beneficial to both new and experienced exporters. For example, the On-line U.S. Suppliers List (http://fas1.agexportservices.org/apps/storefronts/Searchmultiselect.asp) is a searchable database of over 3,800 U.S. exporters and their products, which is used by USDA/FAS to help facilitate connecting potential buyers with U.S. suppliers. This database is used by more than 85 USDA FAS Overseas offices, such as the ATO in Seoul, Korea to help export agents, trading companies, importers and foreign market buyers locate U.S. suppliers. It is also used to recruit U.S. exporters to participate in market development activities sponsored by USDA and federal export programs.

You can register online for this service at http://fas1.agexportservices.org/apps/logon3.asp

APPENDIX I: Wine Import Statistics

Table 1: Korea Annual Wine Imports

Year	Value[13]	Growth[14]	Volume[15]	Growth
1992	5,644	65.3%	2,109,570	68.9%
1993	5,855	3.7%	3,233,975	53.3%
1994	8,104	38.4%	4,225,764	30.7%
1995	13,633	68.2%	6,181,234	46.3%
1996	16,406	20.3%	5,852,665	-5.3%
1997	22,809	39.0%	9,390,449	60.4%
1998	6,491	-71.5%	2,558,561	-72.8%
1999	15,122	133.0%	5,766,043	125.4%
2000	19,802	31.0%	8,052,562	39.7%
2001	23,109	16.7%	8,861,609	10.0%
2002	29,432	27.4%	11,522,387	30.0%
2003	45,783	55.6%	13,979,720	21.3%
2004	57,979	26.6%	15,897,748	13.7%
2005	67,654	16.7%	18,984,127	19.4%
2006	88,607	31.0%	22,194,500	16.9%
2007	150,364	69.7%	31,810,196	43.3%
2008 June	90,417	29.6%	14,613,126	-4.4%

Source: KOTIS (Korean government import statistics)

Table 2. Annual Wine Imports Broken down by Country and Product Category

Source: KOTIS (Korean government import statistics)

		2007					2008 (through June)	
Country	Category	Value	Volume	Growth	$ M/S	Vol. M/S	Value	Volume
France	Red Bottle	47,012	6,073,269	79.2%	41.1%	27.9%	31,676	2,332,998
	Red Bulk	24	1,762	-14.3%	1.0%	0.1%	12	2,133
	White Bottle	5,256	697,088	114.7%	24.7%	16.5%	2,733	256,758
	White Bulk	14	9,705	133.3%	0.6%	0.3%	42	20,321
	Sparkling	6,424	285,239	67.0%	81.5%	50.3%	3,015	118,084
	Others Bottle	387	22,400	821.4%	23.8%	8.9%	253	25,947

[13] Unit: $1,000 US dollar, CIF value
[14] Compared to the same period in the previous year.
[15] Unit: Liter

	Others Bulk	22	1,712	-78.2%	4.2%	1.0%	33	2,119
	Total	59,141	7,091,175	80.8%	39.3%	22.3%	37,764	2,758,360
Chile	Red Bottle	23,179	5,034,069	73.0%	20.3%	23.1%	13,935	2,789,739
	Red Bulk	541	621,111	1.5%	22.8%	30.4%	237	287,663
	White Bottle	1,500	389,993	31.0%	7.1%	9.2%	758	191,597
	White Bulk	3	810	N/A	0.1%	0.0%	0	30
	Sparkling	20	6,768	-60.0%	0.3%	1.2%	7	2,462
	Others Bottle	253	51,197	160.8%	15.5%	20.3%	342	55,721
	Others Bulk	0	21	-100.0%	0.0%	0.0%	3	459
	Total	25,496	6,103,969	65.8%	17.0%	19.2%	15,282	3,327,671
Italy	Red Bottle	13,121	2,092,303	101.5%	11.5%	9.6%	7,727	976,441
	Red Bulk	14	3,523	27.3%	0.6%	0.2%	97	12,473
	White Bottle	5,713	1,042,524	169.7%	26.9%	24.6%	3,767	580,114
	White Bulk	6	2,475	-40.0%	0.3%	0.1%	0	0
	Sparkling	655	98,651	133.1%	8.3%	17.4%	857	129,316
	Others Bottle	90	16,826	150.0%	5.5%	6.7%	151	41,719
	Others Bulk	10	595	-50.0%	1.9%	0.4%	16	2,048
	Total	19,608	3,256,897	118.1%	13.0%	10.2%	12,614	1,742,111
U.S.	Red Bottle	13,544	3,682,343	32.4%	11.8%	16.9%	6,013	1,310,460
	Red Bulk	519	258,952	27.8%	21.9%	12.7%	637	198,870
	White Bottle	1,739	424,147	16.4%	8.2%	10.0%	988	181,549
	White Bulk	266	301,899	81.0%	11.7%	10.8%	145	166,243
	Sparkling	90	11,712	136.8%	1.1%	2.1%	40	3,251
	Others Bottle	400	91,625	273.8%	24.6%	36.3%	476	114,355
	Others Bulk	198	63,681	230.0%	38.1%	38.5%	149	9,520
	Total	16,756	4,834,359	34.2%	11.1%	15.2%	8,449	1,984,248
Australia	Red Bottle	7,862	1,457,203	68.2%	6.9%	6.7%	4,641	743,340
	Red Bulk	530	207,246	26.8%	22.4%	10.2%	208	78,780
	White Bottle	1,944	432,343	55.5%	9.2%	10.2%	1,104	226,652
	White Bulk	270	198,792	73.1%	11.9%	7.1%	90	50,665
	Sparkling	209	31,888	129.7%	2.7%	5.6%	108	16,925
	Others Bottle	124	19,519	244.4%	7.6%	7.7%	57	6,778
	Others Bulk	226	83,107	707.1%	43.5%	50.2%	6	811
	Total	11,166	2,430,098	67.8%	7.4%	7.6%	6,214	1,123,951
Spain	Red Bottle	4,779	2,130,340	82.5%	4.2%	9.8%	2,665	885,658

	Red Bulk	588	864,687	29.8%	24.8%	42.4%	275	350,113
	White Bottle	618	400,106	80.7%	2.9%	9.5%	490	251,119
	White Bulk	1,220	1,866,700	36.5%	53.8%	66.8%	686	829,465
	Sparkling	246	52,815	98.4%	3.1%	9.3%	132	31,341
	Others Bottle	66	9,988	61.0%	4.1%	4.0%	23	5,395
	Others Bulk	2	207	-93.8%	0.4%	0.1%	5	526
	Total	7,520	5,324,843	66.9%	5.0%	16.7%	4,276	2,353,617
Germany	Red Bottle	1,238	351,454	68.2%	1.1%	1.6%	539	124,613
	Red Bulk	1	131	0.0%	0.0%	0.0%	59	29,613
	White Bottle	2,558	588,508	24.1%	12.0%	13.9%	1,277	216,907
	White Bulk	254	170,515	19.2%	11.2%	6.1%	164	96,995
	Sparkling	153	36,473	51.5%	1.9%	6.4%	128	24,678
	Others Bottle	102	27,293	39.7%	6.3%	10.8%	46	11,657
	Others Bulk	6	360	500.0%	1.2%	0.2%	2	231
	Total	4,312	1,174,734	35.3%	2.9%	3.7%	2,215	504,694
Others	Red Bottle	3,728	940,010	25.0%	3.3%	4.3%	2,080	440,905
	Red Bulk	152	82,595	-96.0%	6.4%	4.0%	30	43,597
	White Bottle	1,911	255,051	53.7%	9.0%	6.0%	1,097	127,211
	White Bulk	234	243,776	444.2%	10.3%	8.7%	149	155,745
	Sparkling	81	43,254	118.9%	1.0%	7.6%	47	21,714
	Others Bottle	207	13,575	-12.3%	12.7%	5.4%	158	12,846
	Others Bulk	56	15,852	-37.8%	10.8%	9.6%	43	16,456
	Total	6,365	1,594,121	-24.3%	4.2%	5.0%	3,603	818,474
Grand Total	Red Bottle	114,463	21,760,991	69.9%	76.1%	68.4%	69,276	9,604,154
	Red Bulk	2,369	2,040,007	22.7%	1.6%	6.4%	1,555	1,003,242
	White Bottle	21,239	4,229,760	75.5%	14.1%	13.3%	12,214	2,031,907
	White Bulk	2,267	2,794,672	54.3%	1.5%	8.8%	1,276	1,319,464
	Sparkling	7,878	566,800	72.4%	5.2%	1.8%	4,334	347,771
	Others Bottle	1,629	252,423	143.9%	1.1%	0.8%	1,506	274,418
	Others Bulk	520	165,535	6.6%	0.3%	0.0%	257	32,170
	Total	150,364	31,810,196	69.7%	100%	100%	90,417	14,613,126

APPENDIX II: Retail Price Survey[16]

Country	Product Name	Retail Price
U.S.	Mogen David Concord NV	7,000 - 7,900
	E&J Gallo Wild Vine Green Apple	7,800
	E&J Gallo Wild Vine Merlot	7,800
	E&J Gallo Carlo Rossi White	6,500
	E&J Gallo Carlo Rossi Sangria (1.5 liter bottle)	10,800
	E&J Gallo Turning Leaf C/S '05	12,900
	E&J Gallo Frei Brothers Redwood Creek C/S '05	19,800
	Columbia Crest Two Vines C/S Columbia Valley '05	14,840 - 21,000
	Columbia Crest Two Vines Riesling Columbia Valley '06	15,940 - 21,000
	Columbia Crest Grand Estate C/S Columbia Valley '03	25,900 – 29,000
	Columbia Crest Grand Estate Merlot Columbia Valley '03	25,900 – 29,000
	Chateau St. Michelle C/S Columbia Valley '04	43,000
	Chateau St. Michelle C/S Canoe Ridge '04	64,000
	Pepper Bridge C/S Walla Walla '01	180,000
	Domaine St. Michelle Brut NV	21,990 - 23,000
	Beringer White Zinfandel '06	14,070 – 19,000
	Beringer Stone Cellar C/S '05	25,000
	Beringer Founders Estate C/S '05	45,000
	Beringer Knights Valley C/S '05	85,000
	Beringer Private Reserve C/S '05	320,000
	Kendall Jackson Collage Cab-Merlot '03	14,290
	Kendall Jackson Vintners Reserve Chardonnay '07	31,670 – 44,000
	Kendall Jackson Vintners Reserve C/S '05	34,090 – 50,000
	R. Mondavi Woodbridge C/S '06	19,900 – 22,000
	R. Mondavi Private Selection C/S '06	34,970 – 38,000
	R. Mondavi Private Selection P/N '06	34,970 - 38,000
	R. Mondavi Private Selection S/B '06	37,000
	R. Mondavi Chardonnay Carneros '05	57,000
	R. Mondavi C/S Napa Valley '03	73,000
	R. Mondavi C/S Oakville '04	114,000
	R. Mondavi C/S Reserve Napa Valley '03	318,890 - 349,000
	Heitz Wine Cellar C/S Martha's Vineyard '96	340,000
	Opus One '04	428,890
France	Cuvée Borie Rouge Vin de Table NV	7,000
	Cuvée Borie Blanc Vin de Table NV	7,000
	Castel C/S '07	13,900
	Castel Merlot '06	13,900
	Ginestet Bordeaux '05	16,000 - 18,000

[16] This survey was conducted in Nov. 2008 at three stores in Seoul metropolitan area (one hypermarket store, one membership discount store and one wine specialty store).

	Ginestet Mascaron Bordeaux ‘05	32,000 - 34,000
	Ginestet Bordeaux Reserve ‘05	20,000 - 22,500
	Ginestet Margaux ‘04	59,000 - 60,000
	Mouton Cadet Bordeaux ‘05	29,000 - 35,000
	Mouton Cadet White Bordeaux ‘05	25,900 - 35,000
	Mouton Cadet Médoc Reserve ‘06	41,240 - 50,000
	Château Bellegrave Médoc Cru Bourgeois ‘05	20,890 - 39,000
	Château Bonnet Bordeaux ‘04	24,739 - 30,000
	Château Pouget ‘04	70,290 - 95,000
	Connetable Talbot ‘05	44,000 - 70,000
	Chateau Talbot ‘04	103,290 – 138,000
	Chateau Lynch Bages ‘04	150,590 – 199,000
	Chateau Cos D’Estournel ‘04	227,000 - 455,000
	Chateau Palmer ‘01	270,000 – 380,000
	Chateau Haut-Brion ‘04	500,000 - 1,000,000
	Chateau Margaux ‘01	680,000 - 769,890
	Chateau Mouton-Rothschild ‘04	676,000 - 703,890
	Chateau Petrus ‘04	1,923,900
	Chateau Cheval Blanc ‘00	2,500,000 - 2,700,000
	E. Guigal Cotes du Rhône ‘03	30,000
	E. Guigal Cotes du Rhône Rose ‘03	30,000
	E. Guigal Hermitage ‘04	51,000
	E. Guigal Hermitage ‘03	184,000
	E. Guigal Cote Rôtie Château D’ampuis ‘03	356,000
	Louis Jadot Bourgogne Chardonnay ‘04	29,900 – 39,000
	Louis Jadot Bourgogne P/N ‘04	29,900 – 39,000
	Louis Jadot Chablis ‘05	47,000 – 56,000
	Louis Jadot Chablis Vaillons 1er Cru ‘00	96,000
	Louis Jadot Chablis Grenouilles Grand Cru ‘01	283,000
	Louis Jadot Gevrey Chambertin ‘05	190,000
	Louis Jadot Clos de Vougeot Grand Cru ‘01	271,000
	Joseph Drouhin Gevrey-Chambertin ‘05	92,000
	Louis Latour Bourgogne Pinot Noir ‘06	26,400
	Domaine Faiveley Mercurey ‘02	36,290
	Michel Picard Cote de Nuits Village ‘06	39,900
	Moet & Chandon Champagne NV	56,090 – 65,000
	Bollinger Special Cuvee Champagne NV	99,000 – 103,000
	Bollinger Grand Annee ’97	175,000
Chile	Dona Josefina Carmenere Coquimbo ‘07	9,900
	Villa Montes Chardonnay Central Valley ‘06	15,000
	Villa Montes C/S Central Valley ‘05	15,000
	Montes Classic Series C/S ‘07	16,800 – 19,000
	Montes Classic Series Merlot ‘05	16,900 – 19,000

	Montes Alpha C/S ‘06	34,090 – 38,000
	Montes Alpha Merlot ‘06	31,670 – 38,000
	B.P. Rothschild Escudo Rojo Carmenere ‘06	33,000
	San Pedro 1865 Carmenere ‘06	41,790
	Veranda Oda Pinot Noir, Casablanca ‘05	40,000 - 65,000
	Santa Rita Reserve Merlot ‘06	56,900
	Santa Rita Reserve Carmenere ‘06	56,900
	Concha y Toro Almaviva ‘05	164,890 - 169,000
Australia	Hardys Merlot ‘08	10,500
	Hardys C/S 5L NV (paper box wine)	40,690
	Jacob’s Creek Shiraz Cabernet ‘05	14,500
	Jacob’s Creek Merlot ‘05	15,800
	Jacob’s Creek Chardonnay ‘07	14,500
	Yellow Tail Merlot ‘07	12,640 - 14,600
	Yellow Tail Shiraz ‘07	12,640 - 14,600
	Yellow Tail Shiraz Reserve ‘06	18,000 - 27,800
	Wynns Coonawarra Cabernet Shiraz Merlot ‘06	29,117
	Peter Lehmann Art Series C/S South Australia ‘05	51,000
	Wolf Blass Gold Label Shiraz Barossa ‘06	62,590
	Tow Hands Angel’s Share Shiraz South Australia ‘06	86,000
Italy	Chialri Lambrusco Bianco Emilia NV	9,000
	Chialri Lambrusco Rosso Emilia NV	9,000
	Villa M Julia Bianco Veneto NV	11,000
	Villa M Romeo Rosso Veneto NV	11,000
	Citra Merlot ‘04	12,000
	Citra Montepulciano D’Abruzzo ‘04	12,000
	Citra Sangiovese Rosso Terre di Chieti IGT ‘04	12,000
	Lungarotti Pinot Grigio Umbria ‘06	15,830
	Duchessa Lisa Moscato D’Asti ‘07	20,890
	Castello D’albola Chianti Classico ‘05	27,489
	Ruffino Chianti ‘07	19,900
	Ruffino Chianti Classico ‘05	44,800
	Villa Antinori Toscana IGT ‘04	35,190
	Antinori Peppoli Chianti Classico ‘05	55,000
	Balbi Soprani Barolo ‘02	58,190
	Pio Cesere Barbaresco ‘03	105,000
	Pio Cesere Barolo ‘02	105,000
	Tignanello ‘04	200,000
	Sassicaia ‘04	300,000
	Masseto ‘05	726,000
Germany	Blue Nun Donfelder Pfalz ‘06	8,330 - 11,900
	Blue Nun Merlot ‘06	9,520 - 11,900
	Blue Nun Gold Edition Sparkling NV	14,320 - 17,900

	Dr. Loosen Riesling '06	26,000
	Dr. Loosen Riesling Kabinett '06	79,000
	Dr. Loosen Riesling Auslese '04	125,000
	Dr. Loosen Riesling Eiswein '02	283,000
NZ	Montana S/B Marlborough '06	25,000
	Montana P/N South Island '06	26,000
	Villa Maria S/B Marlborough '08	23,640 – 29,000
	Villa Maria P/N Marlborough '05	53,500 – 63,000
Argentina	Alamos Malbec '07	14,000
	Noton Malbec Mendoza '06	18,000
	Noton Malbec Reserve Mendoza '04	38,000
	Catena Zapata Malbec Mendoza '05	25,500 – 40,000
Spain	Freixenet Carta Nevada Sparkling	20,340
	Torres Gran Coronas C/S Penedes '04	23,090
	Torres Mas La Plana C/S Penedes '02	59,900
Portugal	Taylor's Select Reserve Port NV	21,770
	Taylor's Vintage Port '03	233,189
S. Africa	Table Mountain Chardonnay S. Africa '08	12,000
	Table Mountain Merlot S. Africa '08	12,000
	Nederburg Shiraz-Pinotage S. Africa '07	12,800
Korea (many co-bottled in foreign wineries)	Bohae Bok-boon-ja wine 375ml (local wild raspberry wine)	5,300
	Chateau Mani Cambell Early NV (local table grape wine)	9,900
	Lotte Asahi Song Blue C/S Vin de Pays France '06	11,600
	Majuang Noble Sweet Red South Africa NV 1.5L	9,900
	Majuang C/S California '04	10,900
	Majuang Riesling Mosel-Saar-Ruwer '07	15,000
	Majuang Medoc '04	14,180 - 35,000